

ANNOUNCING

[NEW] Media-Based Grass Roots Efforts to Increase Minority Donations

WHO: Federally designated organ procurement organizations and other non-profit organizations.

WHAT: To promote multifaceted interventions that use broadcast media to increase intent to donate in minority communities. Specifically to fund projects that consist of a television or television and radio component with complementary community donation education programs in multiple venues (e.g., schools, worksites, faith institutions). Projects must target an ethnic minority group in a geographic area with particularly high numbers of that population. Funds from this grant program are primarily to support the media component of the intervention.

WHEN: Applications due July 27, 2004.

AWARD AMOUNT: Approximately \$1.25 million will fund between 4 and 5 awards.

CONTACT: To view the program announcement, click here
<http://www.fedgrants.gov/Applicants/HHS/HRSA/GAC/HRSA-04-095/Modification1.html>.

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